



### Buyer Campaign Ad Copy:

#### Ad Text:

Are you outgrowing your starter home? Starting to dream about bigger yards, larger rooms and the future ahead?

Don't miss out on the best homes for your future!

🔑 See it all -- Price, location and photos 💰 🏠 📷

#### Ad Headline:

Discover all the homes today!

#### Ad Call To Action:

Learn More

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### Buyer Campaign Ad Targeting:

**Campaign Objective:** Lead Generation.

**Location:** Your City. Also select "People Who Live In This Location".

**Mile Radius:** 12-15 miles

**Age:** 30-45

#### Interests:

Redfin, Buying and Selling Real Estate, Real Estate, Buying a House, HGTV, Home Renovations, House hunting, Mortgage calculator, Moving, Home improvement, Realtor.com, Zillow, Trulia, Home Depot, Parents, Married.

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### Buyer Campaign Follow Up Texts

Hi (first name), I am an agent with (company name) Are there any homes on the list I sent you that you would want to schedule a showing to visit in person? I can arrange a private showing for any home that you want to see. Just let me know, I'm here to help!

Hi (first name), Agent name here. I want to make sure I didn't drop the ball. Do you need to sell your home before you buy? I can help you with the details of what you would profit from selling your house, so you have a better idea of what cash you will have available to use to buy another home.